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**EXTENSION SERVICE**

# REVIEW

U.S. DEPARTMENT OF AGRICULTURE \* SEPTEMBER 1967



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

**ORVILLE L. FREEMAN**  
Secretary of Agriculture

**LLOYD H. DAVIS, Administrator**  
Federal Extension Service

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Director: *Walter John*  
Editor: *W. J. Whorton*  
Assistant Editor: *Mary Ann White*

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## Dimensions for Living

The cover on this issue depicts faith in the "PROMISE" that Extension 4-H programs bring to the youth of America—the PROMISE that the learning of skills in 4-H brings—the PROMISE that an orderly approach to career selection brings—the PROMISE that discovery of latent ability of one's self to influence thought and incite action in others for the good of mankind brings—the PROMISE that accompanies increased understanding of science and its application to everyday problems of living and making a living—and the PROMISE that a more thorough understanding of our American heritage produces. The large percentage of the 22 million 4-H alumni that have attained positions of great influence and leadership in both the private and public sectors of our society is a living testimonial of that PROMISE.

The major thrust of National 4-H Week observance is the expansion of 4-H. The long-range goal is to double participation with no more than a 20 percent increase in numbers of agents and other resources.

This goal represents a worthy ambition that will call forth the best in each of us. But maybe more important than reaching the goal in 4-H is that principles will be conceived, tried, and proven that may lead the way to expansion in other Extension programs with the same or greater level efficiency of inputs. WJW





*Associate County Agent T. J. Butler, left, discusses the quality of fresh cucumbers with grower Ralph Smith, who used local labor and some itinerant help to harvest 100 acres of cucumbers.*

## Cucumbers on Cotton Acreage

the change pays off  
in Washington Parish

by  
Phil Massey  
*Assistant Editorial Specialist  
Louisiana Extension Service*

Extension programs and economic need combined to turn idle cotton acreage into a thriving cucumber industry in a rural Louisiana parish this spring.

Under the guidance of associate county agent T. J. Butler and other members of Washington Parish Cotton and Truck Crop Committee, farmers produced some 830 acres of cucumbers which added \$270,000 to the area's economy.

Faced with a reduced cotton allotment again in 1967, the committee, along with cucumber processors, met

with farmers throughout the area late last year to map plans for the large-scale vegetable crop venture. Less than 300 acres of cucumbers were grown in the parish last year.

Classes were conducted on planting, fertilization, insect control, and harvesting. The teaching was a cooperative effort of Butler, county agent Victor Murray, an Extension horticulturist, and vocational agriculture teachers. A State Employment Service representative recruited labor for harvesting and operations at the three receiving sheds.

At one shed, fresh market cucumbers were graded, waxed, packed, and shipped, while two other stations handled cucumbers for pickles. The farmers planted 508 acres of the fresh market variety and 326 acres for pickles.

At the height of harvest, more than 3,500 bushels of fresh market cucumbers were sold daily. The farmers were paid each day after their produce was graded by Federal inspectors.

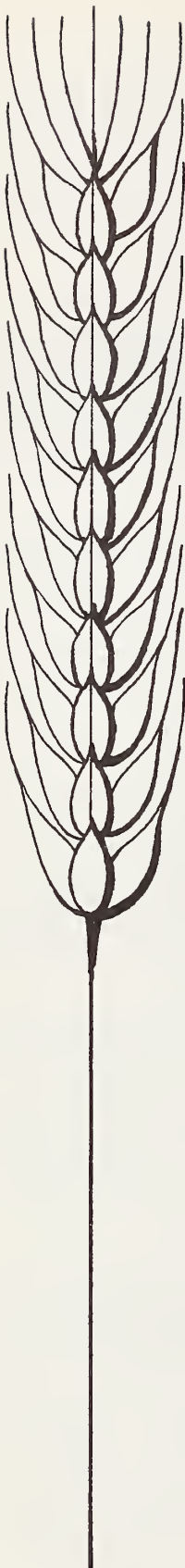
High quality fresh cucumbers were shipped daily by refrigerated trucks to such metropolitan centers as Los Angeles, Chicago, Milwaukee, Detroit, and New York. Over 60 persons were employed at the shed, with a weekly payroll of \$3,000.

Over 3,000 bushels of cucumbers were received at the other two sheds each day and were shipped to a plant in Mississippi to be processed into many kinds of pickles and salad dressings.

"Besides netting between \$300 and \$400 per acre, the short-term crop (50-75 days) enables our farmers to plant soybeans or hay for harvest later this year," Butler says. "If the first crop fails, there's enough warm weather left to try something else," he adds.

Butler and the committee are currently evaluating this year's crop and planning for 1968 and beyond. Already under consideration are changes in planting dates and grading methods.

In addition to increasing cucumber acreage, the committee will review the role other vegetable crops, such as the eggplant, pepper, cantaloupe, and watermelon, will play in parish economic development. □



# Nebraska Improves Wheat Quality

by  
W. Duane Foote  
*Agronomy Specialist*  
*Nebraska Extension Service*

What can be done to improve wheat quality in Nebraska? That was the question being asked in the State 30 years ago.

Nebraska has not always enjoyed the reputation as the source of top quality wheat that it enjoys today. Thirty years ago Nebraska-grown wheat was commonly discounted at terminal markets because it did not possess the quality needed by the baking industry.

Undesirable wheat varieties, rye mixtures, and smutty grain were among problems commonly associated with grain reaching the market. Many of the State's wheat growers did not know what variety of wheat they were producing and had little conception of wheat quality and the requirements of the milling and baking industry.

Nebraskans who wanted to improve the wheat quality situation knew that the State had productive soil, favorable climate, a capable University of Nebraska staff, and producers who could—with know-how—produce top quality grain.

They decided upon a two-pronged attack: vigorous education and a Farmers' Wheat Sample program.

Results have been:

—Large-scale elimination of objectionable varieties from the standpoint of baking quality.

—Premium prices instead of discounts for Nebraska wheat.

—Millions of dollars in extra income for wheat producers and other businessmen each year.

—Acceptance of strong gluten varieties of "booster" wheats on more than 70 percent of the State's acreage. There is a strong demand for such varieties for blending with more mellow wheats.

—Attraction of industry.

The first step was inauguration of a vigorous educational program designed to acquaint farmers with the needs of the market and to outline the steps necessary for improving wheat quality.

Wheat producers, grain industry representatives, and related firms have joined University of Nebraska Experiment Station researchers and Extension Service personnel in this continuing program.

The Farmers' Wheat Sample program, second prong of the attack, combines education with testing of the farmers' crops. It is a "show me" operation.

Each year since 1938, wheat samples have been collected from farmers in 10–15 counties of the State's wheat growing region. County Extension agents cooperate with NU Extension agronomists in securing 75–100 wheat samples from producers in their counties.

Samples are seeded in a County Wheat Test Plot which, in addition to farmers' samples, contains Experiment Station varieties and fertilizer experiments. A portion of each farm-



er's sample is also planted in a master nursery for observation and evaluation.

Since the beginning of the program, more than 30,000 wheat samples have been evaluated. Each is identified as to variety and is rated on the basis of adaptability, purity, and baking quality.

Extension agents tell growers how their samples were graded. Followup information is designed to make producers more conscious of the need for pure seed of adapted varieties.

Growers having samples of undesirable varieties or samples containing rye or varietal mixture are urged to secure new seed. The use of certified seed is promoted when seed quality is found to be lacking.

Wheat plot meetings are held at the county locations, at which time Extension specialists discuss wheat quality, varieties, production practices, and hazards. Participating growers are given special invitations to attend the meetings to see how their samples compare with their neighbors'.

Growers' acceptance of the program has generally been good. Although somewhat reluctant to make changes in seed during the early years of the program, most growers today are willing to make adjustments in their production if given reason to do so.

Wheat quality has become more meaningful to those who produce the number one cash crop in the State.

A number of things, no doubt, have contributed to this change of attitude over the years. A strong wheat breeding program at the University has contributed much, as have such groups as the Nebraska Crop Improvement Association and the Foundation Seed Division. The Farmers' Sample program has also received credit for having played a significant role.

The Farmers' Sample program was also the basis for the wheat variety estimate in Nebraska before the State-Federal Division of Agricultural Statistics started making annual surveys. Wheat breeders, the grain trade,

and growers themselves are interested in variety distribution and the trends from year to year, since variety has a decided effect on wheat quality.

Nebraska has made spectacular shifts in wheat varieties grown since the Farmers' Sample program started. Before 1938, Turkey was the predominant variety of hard winter wheat.

Cheyenne, Nebred, and Pawnee replaced Turkey during the 1935-1945 period. Since 1960, the varieties Warrior, Omaha, and Ottawa have assumed their places in the variety picture.

The most dramatic shift, however, has come since the release of Gage, Scout, and Lancer in 1963. Farmers planted these three varieties on more than 50 percent of the State's wheat acreage this year.

Although there have been a number of reasons for their rapid acceptance by Nebraska wheat producers, Extension education has made a significant contribution.

Nebraska's wheat producers today are much more conscious of wheat variety and have a better understanding of wheat quality.

Much improvement can be noted by comparing the wheat seed being used today with that which was used when the Farmers' Sample program began. Stinking smut or bunt has been generally eliminated with seed treatment. Rye in wheat has been reduced to a field here and there. Most farmers know what variety of wheat they are planting and ask about the possibility of release of new varieties.

As wheat quality has increased with the introduction of new varieties, yield has risen also. Ten-year running averages of statewide yields show a steady increase from about 15 bushels per acre in the period beginning in 1934 to over 25 bushels in the last 10-year period.

The Farmers' Sample program has paid big dividends to Nebraska. A business executive in another State selected Nebraska for a portion of his business operation because he felt the wheat improvement program had produced results. He envisioned further results through the continuing program.

That is just one example indicating that education and "show me" have paid off. □

*Farmers' samples are graded on the basis of adaptation, purity, and quality.*



'Good eggs'  
farm to marketbasket  
through Missouri program for

## Egg Quality Control

by  
Ted Hoffman  
*Extension Press Editor  
University of Missouri*

"He's a good egg" is a statement sometimes used to describe well-liked persons.

But that's not what Ted Joule, University of Missouri Extension marketing specialist, and three other persons had in mind when they began talking about "good eggs" in 1964.

They were thinking in terms of the American breakfast mainstay. They were out to put on homemakers' tables eggs that had the same high quality as when they left the modern farm.

"The success of any food product is largely determined at the point of sale," says Joule. So they developed a program aimed at protecting that egg quality right up to the point of sale.

*Quality in the marketbasket is the ultimate goal of the Missouri program. At right, the store manager discusses the new marketing method with some satisfied customers.*

Joule had definite ideas about what is involved in a good, quality egg marketing program. Those ideas were shared by Marvin Estes, co-owner of an egg producing and processing operation; Clarence Wheeler, president of a supermarket chain which owns food stores in Missouri; and Homer Coatney, national representative of an egg marketing firm.

Joule says the fundamentals of the quality egg marketing program they sought were:

Complete farm-to-customer program—emphasis at retail level, controlled temperatures and humidity, wire baskets for cartoned eggs, USDA grading service, controlled production management for initial quality.

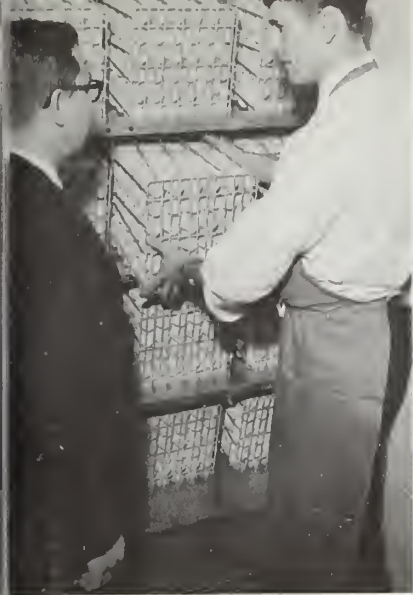
Ideal merchandising—attractive displays, eye appeal, shopping ease, opportunity for increased sales, efficiency in handling, maintenance of the product quality.

Joule explains the program this way:

"Those of us familiar with egg research have been aware of the need to maintain quality from farm to marketbasket. For some time, that quality has been maintained from producer to processor to store. Research shows that eggs keep best when storage temperatures are maintained between 50 and 55 degrees with a relative humidity of 75 percent. But all too often after eggs reached the store, they went into the dairy case or in the same area as vegetables, fruits, meats, or other items where temperature and humidity were not ideal for holding egg quality.







*In the 'eggs only' storage room, the store manager and assistant manager show the ease of restocking eggs through the doors in rear of the egg merchandiser.*

"If temperature and humidity were not right—and they usually were not—egg quality went out the door. Also, eggs quickly pick up flavors of other products. That further reduces quality.

"This was poor treatment for one of the basic foods in the store. With our program, egg quality is assured."

Here's how their program developed.

Estes, a second generation egg producer, wanted to remodel his operation to provide a top quality product. To make the extra work and investment pay off, he needed a good, dependable retail outlet.

He contacted Wheeler, who had learned from Joule about the requirements for a farm-to-market basket quality egg program.

Joule, Wheeler, and Isaac Hartsell (frozen food, dairy, and produce manager for the supermarket chain) knew what was needed to make the program succeed. But there was one vital piece missing.

The missing piece was an upright, back-fed egg merchandiser, humidity and temperature controlled, to which was attached a storage room—for eggs only—also humidity and temperature controlled. This unit was to be associated with the dairy department.

No equipment manufacturer could provide a storage unit which met specifications. A refrigeration company, however, was producing equipment which, with some adapting, would fill the bill. This, combined with a self-contained refrigerated upright egg merchandiser, made up the unit.

"Assurance of quality at the store level really boils down to just this," Joule says. "First, a temperature and humidity controlled upright merchandiser which permits customers to pick up eggs without stooping. Stooping cuts egg sales.

"Secondly, a temperature and humidity controlled egg storage room used for nothing but eggs. At the market in Springfield, the merchandiser and storage room are tied into a single unit.

"Doors at the rear of the merchandiser permit restocking directly from the storage room. This is the ultimate in efficiency."

The program that provides the quality that egg consumers want has been a happy experience for the participants. Here's the way they tell it.

"A feature of the merchandiser-storage room is the rotation aspect," says Coatney. "Cartons come from the processing plant in wire baskets and remain there. Baskets are stacked in the storage room behind the merchandiser. The stock boy rotates eggs so the supply is always fresh."

Bill Marsh, manager of the store in Springfield where the program is in operation, says, "With the storage immediately behind the display case, it now takes five minutes stocking time; it used to take an hour.

"By handling 15 dozen at a time in wire baskets and by presenting

them to customers from the baskets, we've cut breakage from 10 to 15 dozen a week to about a dozen."

According to Wheeler, one of the big advantages of the program is the advertising value. "We're going to advertise the fact that we buy direct from the farm, delivered daily," he says.

He points out that their experience has shown that moving eggs from the floor to an upright case will triple sales.

Estes explains that his part in the program begins with gathering eggs at the farm four times a day. Eggs gathered in wire baskets on plastic flats go into the temperature and humidity-controlled holding cooler on the farm. Correct temperature and humidity are continued in the egg grading plant and holding room.

"We've worked out the basic principles to provide fancy fresh eggs, the highest grade possible," he says. "Under this overall program, we know we can reach the consumer with that top quality."

The arrangement is practical for other retailers if it is included in major remodeling plans or if a new store is being built.

An equipment distributor who cooperated in the program elaborates on this aspect. "With planning, the merchandiser with cooled storage unit immediately behind it will cost little more—if any more—than merchandiser alone.

"The gain to the store owner is that the storage area is practically a bonus from the dollars and cents point of view. Egg quality can be maintained by using a merchandiser apart from the 'eggs only' storage room, but the time and labor saved in stocking would be lost."

"We appreciate the fact that the University of Missouri, especially Ted Joule, made us aware of just how good quality can be maintained," says Hartsell.

This Extension-guided Missouri program is one of the first in the nation to achieve this ultimate in egg quality control. It's not likely to be the last. □

# The Community That Came Back

by  
Nevyle Shackelford  
Resource Development Specialist  
Public Information  
University of Kentucky



*In a two-week clean-up campaign, volunteer citizens, using the truck pictured at right, picked up more than 25 loads of junk from the streets. Above, volunteer workers finish cleaning off a small piece of bottomland for a picnic ground and recreation area.*

A recent headline over a feature article in a county seat newspaper declared: "Hardburly Community . . . No Longer a Graveyard."

To even the most casual reader, this headline was eye-catching and indicated some sort of profound change. And a profound change it was, for as the article under the headline explained, Hardburly, Kentucky, came back from a ghost town to a bright, thriving little community with great expectations. What is more, its reemergence was largely through its own efforts.

In sum and substance, this is the story:

Twenty years ago, Hardburly, a Perry County mining camp, was a thriving community of around 1,500 people with all wage-earners gainfully employed in mines then operating at full capacity. The mining company provided a commissary, a movie house, and public utilities, and kept the houses rented to the miners neatly painted and in good repair.

Then the community fell into hard times. The mines gradually played out to one very small operation. The population dwindled to one-fourth the original number, the houses fell into

a state of disrepair, litter was to be seen everywhere, schisms developed, and a general feeling of hopelessness prevailed.

Into this picture stepped William R. Bridges, Extension Specialist in Community Development from the University of Kentucky's Eastern Kentucky Resource Development Project at Quicksand. Sensing that the community had potential for better things, he set to work to stimulate the people to action.

His method of operation was fairly simple. First, he made up a list of key people or potential leaders in the community. Then he contacted each one individually, outlined a plan for community development, and inquired of each if he would be interested in participating.

These people were interested—interested enough to call a community meeting which attracted 30 citizens. As a result, the Hardburly Improvement Association was organized, elected officers, appointed a board of directors, drew up a list of identified needs, and laid out a complete procedure for the community to follow in attaining these needs one at a time.

And attain these needs, they did.

Here is a list of the accomplishments 11 months after Hardburly citizens decided to help themselves.

1. Water project: The community raised \$200 to purchase pipe, and 17 volunteers laid the pipe to a new source of water approved by the State Department of Health. A water commission of three was appointed to maintain the line in good condition.

2. Clean-up project: an extensive community clean-up campaign was launched. Homes were repainted and otherwise improved, and a series of community work days were held during which 25 men and boys picked up litter. They hauled it to an acquired dump in a pickup truck loaned by a member of the community.

Thirty-two households purchased new trash cans and 45 households subscribed \$1.50 monthly for a weekly trash pickup service. The president of the Improvement Association and several other men volunteered to collect the trash from these cans each week in the loaned truck without charge so that the money subscribed could be saved for needed firefighting equipment. This volunteer garbage service was continued throughout the year.





3. Over \$1,000 worth of firefighting equipment was purchased and paid for. In the meantime, 19 residents completed 20 hours of schooling in firefighting and received certificates.

4. Money-raising projects: A box supper in which 40 households participated cleared \$143.50. A Labor Day homecoming dinner grossed \$446 and expenses were kept to \$19. Practically every household contributed some food and most of the women helped serve it. An area coal company was so impressed with the ingenuity and hard work of the community that it matched dollar for dollar the proceeds from the event.

5. Youth development project: From the mining company a small creek bottom was secured for a softball and baseball diamond, recreation area, and picnicking ground for young people and others of the community. The youth participated in planning their own program, including a party with square dancing and folk games, and a Halloween party attended by about 160 people. Money-raising projects such as selling popcorn and soft drinks netted the young people about \$50. A Boy Scout troop was organized.

6. Christmas project: To further brighten life in the Hardburly community, citizens initiated a program, "Project Christmas." A turkey shoot in early December netted \$80, which proved ample for activities planned.

These activities included decorating a giant Christmas tree in the recreation area and a smaller tree in the community building which once served as a lodge hall. A Christmas party was held with more than 150 children receiving treats, and on Christmas Eve young people of the community caroled to shut-ins.

Today things are different in Hardburly because Hardburly is different. The community looks different and feels different. The accomplishments have been modest, of course, but the rewards, when measured in terms of elevated morale, have been great.

A year ago the people felt that they had been caught in the web of fate, that their condition was hopeless, and that they had no alternative but to dry up on the vine.

But now the hopelessness has changed to hope, and they know by experience and effort that they can further change their community for

the better with their own labor and resources. They plan to keep on changing the community to enable it to meet their needs more effectively.

What Hardburly has done, any community can do, and this success story points up the potential of any community when people join forces and go to work with a will and determination to succeed.

This story also illustrates the potential of an Extension agent when he keeps pushing in the strategic spots in a community.

And what was the community development specialist's role in Hardburly's development?

1. He stimulated the initial interest of the people in the community in a program of community development.

2. He explained to them the steps involved in effective community development and advised them accordingly on proper procedure, at all times keeping the ball in their hands. In other words, it has always been the people who identified the needs of their community and developed projects to meet them.

3. When technical problems arose, the specialist tapped the resources of the University and various State and Federal agencies just to be sure that the community acted on the most competent counsel available.

4. Before each community meeting or meeting of the Board of Directors, the specialist went to the community half a day in advance, to check with the chairman about the agenda for the meeting, whether or not the action planned at the previous meeting had been carried through, and participants who showed indications of waning interest in the community program.

5. He saw to it that the program of community development was action oriented rather than meeting oriented.

In carrying out the above responsibilities, the specialist spent only about an afternoon and evening in the community twice a month—a relatively small amount of time in comparison to the results obtained. □





*"I wanted to make this lamp," Mrs. Arene Colley tells Mrs. Virginia Gilchrist, county Extension home economist, "because I want my son to have it so he can take care of his eyes."*

## Blind Homemakers Discover Extension

by  
Kenneth Copeland  
Extension Magazine Editor  
Auburn University

"God sent us Virginia. She has helped us blind people form a new outlook on life."

Speaking is Miss Georgia Singletary of Montgomery, Alabama, president of the Wee Glimpse Homemakers Club.

Mrs. Virginia Gilchrist, Montgomery County associate county Extension chairman, organized "Wee Glimpse"—perhaps the only Extension Homemakers club in the United States solely for the blind.

The club, organized in April 1966, now has 12 members. About half of them are totally blind; most of the others have very limited vision. The group meets monthly in the homes of various members.

Organization of the club was the outgrowth of a radio program.

In February 1966, Mrs. Gilchrist returned to her office after finishing her daily 5-minute program on a Montgomery station. She received a telephone call from Miss Singletary wanting more information on a recipe mentioned on the radio program that day.

There was nothing uncommon about that, but when Miss Singletary called several times in the next two weeks and mentioned that she was blind, Mrs. Gilchrist decided to visit her.

She found that Miss Singletary can see only images at a distance, but can read a little by holding material 2 to 3 inches from her eyes.

"I'll never forget that day," recalls Miss Singletary. "Virginia knocked and then said, 'Miss Singletary?' I couldn't figure out who in the world was visiting me at that time of day. After we got acquainted, she began asking me simple questions. She asked, 'What would you like to have most of all?' I told her a record holder.

"It wasn't many days until she came rolling something into my apartment," continues Miss Singletary. "She had gotten me a record stand and holder as a gift from members of the Stones Homemakers Club."

Miss Singletary orders records from the Alabama Institute for Deaf

and Blind at Talladega. She keeps records of the Bible. But others, such as stories taken from Reader's Digest, are returned to Talladega within a few days.

As soon as she began listening to Mrs. Gilchrist's radio program, she started calling her blind friends and telling them about it.

"Now we all listen," says Miss Singletary. "When one of us misses it, we can't wait until we can call someone to see what she talked about that day.

"At that particular time of day, I always listened to a gospel music program on another station," recalls Miss Singletary. "But one day I just happened to move my radio dial. I heard Virginia's voice. It seemed like she was talking just to me.

"We especially like the recipes Virginia gives," says Miss Singletary. "She gives them in simple, detailed

form. A blind person or a partially blind person needs to know the length of time to cook, how many servings, and what temperature.

"Mrs. Gilchrist has given some very helpful hints, such as cooking rice pudding in a pan of water, and soaking lettuce and turnip greens in water so the dirt falls to the bottom rather than moving them up and down and moving the dirt all around in the water. All of these are helpful to people like us."

Since the members were going to have their Blind Convention in May 1966, Mrs. Gilchrist had the April demonstration on social graces.

Mrs. Virginia Yeager, home teacher for the blind in Montgomery County, assists the blind with individual problems—how to learn new skills, how to use a stove. She gives them individual therapy, and Mrs. Gilchrist helps out on group therapy.

Miss Singletary is proud of the canning she did last summer. She has a right to be. She canned 229 quarts of fruits and vegetables—pears, apples, peaches, tomatoes, squash, plums, jellies, and mincemeat.

"Mrs. Gilchrist brought me the bulletins on canning," she says. "When I knew I was going to get some vegetables, I would sit down, read the information and memorize it so I wouldn't lose any time when I got the vegetables.

"I spent only \$40 for the vegetables, and I figure the canned stuff was worth at least \$160," says Miss Singletary.

Members of the club wanted Mrs. Gilchrist to have a special workshop on making reading lamps. Helping were Don Freeman, Extension farm agent; Mrs. R. O. Crosby, a 4-H leader; Miss Susie Smith, home service adviser for Alabama Power Company; and Miss Carolyn Saxon, home agent. Eight lamps were made that day and since then four more have been made. The cost was less than \$4 each.

Mrs. Arene Colley says, "I wanted to make a lamp for my 9-year-old son, because I want him to take care of his eyes."

Miss Singletary says that the homemakers club has really meant a lot to Arene. When she first started coming, she was very shy. But now she is talkative and seems to get much out of the meetings. Arene has been completely blind for 20 years.

"This has been some of the most rewarding work that I have ever done," explains Mrs. Gilchrist. "It's amazing to see how well they take their limitations and make the most of them. I've learned much more from them than they have from me.

"I'm proud of this club because they asked for it to be organized and the program of work is geared to their interests and needs. I'm especially proud of Miss Georgia, for she wants people to know what she is capable of doing—even though handicapped." □

*Miss Georgia Singletary, president of the Wee Glimpse Homemakers Club, shows Mrs. Arene Colley, club member, and Mrs. Virginia Gilchrist, county Extension home economist, some of the preserves she has canned.*





# Mobile Display Unit Gets Results - -

## 250 New 4-H'ers

by  
Louis E. Stephenson  
Extension Editor  
Colorado State University

The traditional 4-H enrollment drive took a new turn in western Colorado's Tri River Extension Area when a self-contained mobile 4-H display was used to add 250 new 4-H'ers to the program.

The Extension staff of this four-county area—Mesa, Montrose, Delta,

and Ouray Counties—realized that the area's 4-H potential was not being tapped.

They set about analyzing their program and checking enrollment to see what could be done. When the last figure was tabulated it was apparent that a different 4-H enrollment

approach was needed if new families were to be reached.

About this time William Greer, Colorado State University Extension civil defense specialist, acquired a surplus Army van and a 28-foot trailer.

This equipment was to be used, he said, to help Extension agents and specialists bring the university to the people of Colorado and to promote an awareness of the continuing need for civil defense and emergency preparedness.

The Tri River area agents saw the mobile unit's possibilities for explaining the 4-H program to the people of their area, and decided to try a new approach to the area's 4-H enrollment drive.

The "Tri River Extension Land of 4-H Club Work," as their display was called, was designed to provide an opportunity for visitors to see, firsthand, what 4-H is and how it works. The 640 square feet of display space was used to present project information on each of the 130 project areas offered in Colorado 4-H Club work.

Jack Dallas, CSU radio and TV specialist, worked with John Frazier and Ted Collins, Tri River area 4-H agents, in preparing a narrated slide series that was used in addition to static displays to present the 4-H story.

The narrated slide series, featuring local 4-H members, dealt with general 4-H information, natural resource projects, projects and activities



*Two adult 4-H leaders put the final touches on the clothing section of the mobile display. Models of the garments 4-H'ers make provided visitors with firsthand information about the clothing project.*





*This surplus army van and trailer provided the mobility for the 4-H enrollment drive in Colorado's Tri River Extension Area. The unit contained a complete display of Colorado 4-H project material.*

of interest to older youth, and leadership and citizenship and the part they play in the total 4-H program.

The rolling 4-H display was used not only to promote 4-H among the young people in the four-county area, but also to increase adult awareness of the scope and objectives of 4-H. For two months the mobile unit toured schools and shopping centers in the Tri River area.

Careful groundwork was done for each of the mobile 4-H display's stops. Stops at elementary schools were prepared for by contacting superintendents and principals.

Arrangements were made to use class time to explain 4-H to fourth, fifth, and sixth grade students. Without exception, superintendents and principals of the 32 elementary schools in the four counties were willing to cooperate with the project.

Specific dates and times for the unit to appear at a school were scheduled well in advance. When the unit arrived at a school, each class was scheduled to have approximately 15 minutes to tour the display.

Six to seven minutes was used by the Tri River Extension staff to outline the 4-H program before students

were allowed to see the "Tri River Extension Land of 4-H Club Work." After seeing the display, the children were given 4-H reference material plus a card to return to the area 4-H office if they were interested in joining 4-H.

During weekends the mobile unit was parked at urban shopping centers. It was hoped that businessmen would take the opportunity to become better acquainted with the scope of 4-H by visiting the display.

The result was somewhat disappointing. Most of the adult contacts made during stops at shopping centers were with parents whose children had seen the unit at school.

One objective of the rolling display, that of increasing 4-H enrollment, was achieved. Approximately 250 new boys and girls in the Tri River area joined 4-H this year. This 15 percent increase in enrollment came principally from the 11- and 12-year-old age group.

The new 4-H'ers were absorbed into the 90 existing clubs in the four counties. This was possible, Freziers explained, because clubs in the area are organized on a community basis. Each club has a general leader plus

any number of project leaders and resource people who help with the club.

The entire club meets only once a month for business, an educational feature, and recreation. Project work is done throughout the month in separate short project work sessions.

Another objective of the mobile display unit was to spread the 4-H story to urban areas. This objective was also realized. During the two-month tour of the display 7,158 people visited the unit at 43 different locations, and 24,500 pieces of 4-H reference material were distributed. The largest number of contacts were made in the urban areas of Montrose, Delta, and Grand Junction.

Generally, the "new turn" in 4-H enrollment in the Colorado Tri River Extension Area was a resounding success. However, the area staff points out, such an undertaking requires careful planning, a good basic 4-H organization, and considerable time and effort of the Extension staff.

If these prerequisites are met, then the Tri River Extension staff believes this type of approach to a 4-H enrollment drive can create a "new turn" toward success. □



*before . . .*



*after . . .*

*Interagency cooperation . . .*

## All in a Day's Work

by  
Tom Byrd  
Extension Editor  
North Carolina State University

The Edward Clayton family, of Hyde County, North Carolina, has found that better farming can be the way to better living.

The Claytons have also found that the way to better farming is to make full use of the agencies which are available to help farm people.

Bringing better living to families through interagency cooperation is all in a day's work for Extension, Soil Conservation Service, and the Farmers Home Administration in Hyde County.

A few years ago, the Claytons and their four children were living in a ramshackled house on a mortgaged farm belonging to Mr. Clayton's father.

Thanks to their own hard work and FHA financing, the Claytons were able to inherit 100 mortgage-free acres.

But they faced a challenge. How does a relatively small farmer survive the price-cost squeeze and meet the rising expectations of a growing family?

Clayton's answer to this challenge

was to join in a "complete development program" suggested by the three cooperating agricultural agencies.

First, Clayton worked with Soil Conservationist T. V. Simmons in developing a complete drainage system for his farm.

Second, he worked with FHA in developing a financing and money management plan.

Third, he worked with the Cooperative Extension Service in improving the technical aspects of his farming operation.

Clayton added a 26-sow hog operation and six acres of pickling cucumbers to supplement his income, which had come primarily from corn and soybeans in the past.

"Our goal was to help Mr. Clayton intensify his farming operation," explained Thurman Burnette, county FHA supervisor. "We wanted to show him how he could use his labor and land to increase his income." The first big result was a new, three-bedroom brick house.

Hyde County Extension Chairman George O'Neal says Clayton is rap-

idly putting his farm in "first class shape."

He has built one of the most modern hog operations in the county. He makes 100 bushels of corn per acre with little difficulty, and is planning to grow most of his feed. He believes that by managing properly he can clear \$100 annually per sow, which will enable him to pay for all of his farm improvements.

Clayton has completely ditched his farm, which is a necessity in coastal Hyde County where the water table is only a few inches below the surface.

Other improvements included removing stumps and clearing and liming 12 additional acres. Clayton is also tending 40 acres which belong to his mother and another 100 acres which he rents.

"Complete development" has meant more intensified farming, higher income and better living for the Edward Clayton family. Their future on the farm has become brighter; the appeal of the city has become less alluring. □



# Missourian Receives Communication Award

Recipient of the Agricultural Communication Award at the American Association of Agricultural College Editors convention in Lincoln, Nebraska, was David J. Miller, assistant agricultural editor at the University of Missouri.

His award, jointly sponsored by AAACE and National Plant Food Institute, consisted of a scroll and a check for \$500.

According to AAACE President Charles A. Bond, Extension editor, Washington State University, Miller won the award in competition with other AAACE members across the U.S. This 13th annual award was presented in recognition of "outstanding growth and achievement in agricultural communications."

Miller has been a University of Missouri staff member since late 1962. Prior to this appointment, he was with the Public Relations Department of the American Angus Association at St. Joseph, Missouri.

A native of Paris, Missouri, Miller holds B.S. and M.A. degrees in

journalism from the University and has served in the U. S. Air Force. He holds the reserve rank of captain.

The award winner is a member of Alpha Zeta and Sigma Delta Chi, agriculture and journalism honorary fraternities; AAACE; and is an associate member of the National Association of Farm Broadcasters.

*David J. Miller, right, University of Missouri, receives the Agricultural Communication Award from Louis H. Wilson, National Plant Food Institute.*



Contest judges included Dr. Lloyd H. Davis, FES Administrator; Bob Nance, President, National Association of Farm Broadcasters, and Farm Director, WMT, Cedar Rapids, Iowa; and Robert Rupp, President, American Agricultural Editors' Association, and Managing Editor, THE FARMER, St. Paul, Minnesota. □

## The 'Acting' County Agent

Exchanging hats in the picture below are two county agents—one real and one for fun. The real county agent (left) is Laird Logue of Baltimore County, Maryland. The other is Alvy Moore, better known to television audiences as Hank Kimball of Hooterville, the pseudo county agent on the

popular Green Acres show with Ed-die Albert and Eva Gabor.

The Green Acres "agent" came to Washington to get acquainted with some of the people he "pans" in his television performances. When he visited the Federal Extension Service, Administrator Lloyd H. Davis introduced him to the Baltimore County agent. Both then tried to enlarge on Hank Kimball's knowledge of county agent work and improve his techniques.

The instruction is not likely to change the Hooterville agent's habits much, though, as the Green Acres program starts a new series of agricultural antics this fall.

Hank Kimball is being exposed to still more county agent atmosphere this month as a guest at the annual meeting of the National Association of County Agricultural Agents in Omaha, Nebr. □





# From The Administrator's Desk

## The Genius of Extension!

Extension is a broad program of service to all people. This is what we claim—and, yes, I hope—practice.

That the relatively small Extension staff scattered throughout the States, Puerto Rico, and the Virgin Islands is able to serve all the people is part of the genius that makes Extension what it is. That Extension has devised effective ways of involving people—unpaid volunteer leaders—in planning and carrying out its objectives and providing a vital communications link with the citizenry is another part of the genius. That Federal, State, and county resources are blended together in a way that goals and objectives of people at all levels are served represents still another part of the genius. These three parts making up the “Extension genius” may be lumped together and described as the Extension Program System.

Let's look at each part of this genius separately. We do not serve *all people* directly, nor do we serve all people with the same degree of intensity. We serve all people in the respect that ultimate results of our efforts accrue to the public interest. Just ask yourself, “Who benefits from the tremendous food production machine that has been built with the new and improved knowledge developed by our teaching and research colleagues and brought to the American farmers through the Extension Program System? Who benefits from the nutrition, home management, and child development programs brought to homemakers across the land through Extension programs? Who benefits from the skills, self reliance, and leadership boys and girls learn in 4-H? There are more than 22 million alumni of 4-H, you know. Who benefits from economic development projects because of the knowledge and techniques provided to individuals and groups through the Extension Program System?” The answers to these are obvious.

Too often, I fear, we look upon the blending together of Federal, State, and county resources as just a means of providing the necessary funds to carry out the broad Extension programs. This is important, to be sure, but there's another aspect of this blending that is perhaps equally important. It encourages, yes obligates, our lead-

ers and officials at every level of government to contribute their ideas and thoughts. It enables the Extension Program System to build a program that serves the goals and needs of the local people while serving the broader State and national needs.

The Extension Advisory Committee—involving people—is really fundamental to this notion of the Extension Program System. The advisory committee may take any one of several forms—overall countywide committee, separate committees for different programs and projects, or an overall committee with several subcommittees. The important thing is they help define the needs; define the objectives and goals and relate them to the audience as well as relate the specific objectives and goals to the broader State and national concerns; provide operational assistance; evaluate the results; and plan future direction.

This committee system provides the vital two-way communication link that is essential to Extension success—it carries information and knowledge out to people and provides feedback to the Extension staff. Think of the impact and benefits to Extension that can be made by 3,000 or more county advisory committees plus the regional and State committees who can and will talk about Extension because they are involved and are benefiting. Therefore, I'd suggest that you make your advisory committee more visible through action.

Another important link in the Extension system is the mass media—radio, television, newspapers, and magazines. Adding all these together with the advisory committees, we have a communications network second to none for channeling knowledge and information to people.

This may be an oversimplification of the Extension genius and the way the Extension Program System relates to goals and aspirations of individuals and the organizations we serve. But the effectiveness of this “Extension genius”, I'm sure, must have been in the mind of the man who some years ago on viewing Extension said, “By all criteria Extension shouldn't work, but it does.” □

*N. P. Ralston, Deputy Administrator*